

2014 Licensing Quick Facts

(Sales through midnight, November 21, 2014)

License Sales

- ✓ **589,830** total Deer Gun Hunters (down 4% from same time last year)
- ✓ Resident deer licenses - **545,430**
- ✓ Nonresident deer licenses - **30,751**
- ✓ 10/11 year old Mentored Gun Deer licenses (**13,649**), up slightly from last year
- ✓ **105,174** licenses sold Friday before the season opener
- ✓ **60%** of gun deer licenses were sold in the **month of November**
- ✓ More licenses were sold on the **Internet** than any other location (**23,499, nearly 4%**)
- ✓ Sales will continue throughout the deer season.

Female Gun Hunters

- ✓ **Females participation increased slightly (60,880)**, 10.3% of total gun hunters
- ✓ Hunters come to Wisconsin from **all 50 states** and **19 foreign countries**
- ✓ **27% of 10 & 11 Year Old Mentored Hunters were female**
- ✓ **Females represented 35% of resident adult First Time Gun Deer licenses and 36% of resident First Time Junior Gun Deer licenses**

First Time Gun Deer License Hunters

- ✓ **21,862** First Time Buyer Licenses
 - **11,445** resident adult gun deer
 - **7,528** resident junior gun deer
 - **2,889** nonresident gun deer
- ✓ **40% of Resident First Time Buyers were youth** (17 years of age and under)
- ✓ Of the adult First Time Gun Deer License purchasers:
 - 18% between the age of 20-29
 - 15% between the age of 30-39
 - 12% between the age of 40-49
 - 10% between the age of 50-59
 - 3% senior citizens (65 and above)